

**Health Priority: Alcohol and Other Substance Use and Addiction
Objective 1: Stigma Reduction (Logic Model)**

Long-term (2010) Subcommittee Outcome Objective:

1a: By 2010, 55 percent or more of Wisconsin’s general public will demonstrate a basic understanding of the scientific knowledge about alcohol and other drug use, addiction, addiction treatment, recovery, and alcohol or drug use during pregnancy.

1b: By 2010, 55 percent or more of Wisconsin’s general public will demonstrate positive, non-prejudicial attitudes toward persons with or recovering from alcohol and other drug use disorders.

Long-term outcome objective updated as of: Sept 2004

Inputs	Outputs		Outcomes		
	Activities	Participation/ Reach	Short-term 2002-2004	Medium-term 2005-2007	Long-term 2008-2010
Funding/staff for survey (This may be accomplished through the design and purchase of a module to add to the existing state survey.) Scientific literature Survey methodologies A specially designed module for the Behavioral Risk Factor Survey (or potentially Family Health Survey) – Department of Health and Family Services Public information methodologies Social marketing strategies and methodologies Technology (including streaming video) to communicate knowledge	DHFS and the State Council on Alcohol and Other Drug Abuse will convene a partnership to assure the process and assign accountability in accomplishing this objective. DHFS Division of Disability and Elder Services will incorporate the five objectives for the statewide health priority of “Alcohol and Other Substance Use and Addiction” into its strategic business plan. Develop a work plan to increase the number of employers who offer help to their employees concerning alcohol and other substance use, addiction, recovery, and substance use during pregnancy.	Public Policymakers (e.g., state, tribal, local elected officials) Community image makers (e.g., print/broadcast media, community leaders) Governor’s State Council on Alcohol and Other Drug Abuse (SCAODA) State incentive grant and partners Local health departments Tribal nations	By 2002, the State Council on Alcohol and Other Drug Abuse (SCAODA) will incorporate implementation of this plan as an Objective in its Four-Year Strategic Plan. By 2003, in conjunction with the three Wisconsin Chapters of the Employee Assistance Professionals Association (EAPA), the Department of Health and Family Services (DHFS), Bureau of Mental Health and Substance Abuse Services, will survey employers in Wisconsin to determine the extent to which they have policies and procedures that offer help to employees in the areas of alcohol and other substance use, addiction, recovery, and	By 2005, the DHFS Divisions of Public Health and Disability and Elder Services will analyze data to assess community knowledge of alcohol and other substance use, addiction, recovery, and substance use during pregnancy. By 2005, the DHFS Division of Disability and Elder Services will disseminate the findings of the Behavioral Risk Factor Reports and use the information to guide current and future prevention programs and services. By 2005, the DHFS Divisions of Public Health,	By 2010, at least 50 percent of the Wisconsin citizens will recognize that addiction is a health problem; that addiction treatment is as effective as treatment for diabetes and hypertension; that recovery is an attainable outcome for those who seek addiction treatment; that substance use during pregnancy increases the risk of birth defects and behavioral disorders in children; and will demonstrate appropriate attitudes and behaviors toward persons with or recovering from alcohol and other drug use disorders

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<p>and information through training Oversight (time) and executive level support (e.g., community, state, federal) to assure that surveys/modules are completed in a timely manner and maintain sustainable funding</p>	<p>Assure that representatives from Wisconsin’s Institutions of Higher Education and Technical Colleges are adequately represented on the State Council on Alcohol and Other Drug Abuse.</p> <p>Identify DHFS strategies to appropriately use bioterrorism and state incentive grant resources to support the development of the public health workforce as it pertains to alcohol, substance use, addiction, recovery, and substance use during pregnancy.</p> <p>Include the sustained involvement and collaboration of diverse partners.</p> <p>Develop training and education modules with state and local partners.</p> <p>Develop a social marketing campaign.</p> <p>Develop questions to add to the Behavioral Risk Factor Survey optional module.</p>	<p>Wisconsin Public Health Advisory Committee</p> <p>Wisconsin Association on Alcohol and Other Drug Abuse (WAAODA)</p> <p>Health care providers (e.g., physicians, social workers, nurses, psychologists, nutritionists, health educators)</p> <p>Wisconsin Health and Hospital Association (WHHA)</p> <p>Wisconsin Alcohol and Drug Treatment Providers Association (WADTPA)</p> <p>University of Wisconsin Cooperative Extension</p> <p>Center for Urban Population Health</p>	<p>substance use during pregnancy, and report results to the State Council on Alcohol and Other Drug Abuse.</p> <p>By 2003, the DHFS Divisions of Public Health, Disability and Elder Services, and the Bureau of Health Information will identify survey questions to be included in the optional module of the Behavioral Risk Factor Survey.</p> <p>By 2004, survey questions addressing public knowledge of alcohol and other substance use, addiction, recovery, and substance use during pregnancy will be included in the annual Behavior Risk Factor Survey.</p> <p>By 2004, a work plan that identifies resources will be developed which will include the above-mentioned optional module questions in alternate years through 2010 (e.g., these years would include</p>	<p>Disability and Elder Services, and Children and Family Services will collaborate to create a regional and statewide communication plan addressing alcohol use, substance use, substance use during pregnancy, addiction, addiction treatment, and recovery from addiction—including among those dually diagnosed with a substance use disorder and another mental disorder.</p> <p>By 2005, the DHFS Divisions of Public Health, Disability and Elder Services, and Children and Family Services will provide training (utilizing distance learning technologies) to state staff to assure competency and capacity to communicate scientific knowledge about alcohol use, substance use, substance use during pregnancy, addiction, addiction treatment, and recovery from addiction—</p>	

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	<p>Track and assess changes and trends in data.</p> <p>Link current surveillance systems to track changes in alcohol, substance use, addiction, recovery, and substance use during pregnancy.</p> <p>Develop state policies and procedures for use by local partner agencies to transfer research to practice.</p> <p>Identify strategies for areas needing to be improved as it pertains to scientific knowledge in the general population.</p> <p>Establish a partnership with Wisconsin Institutions of Higher Education and Technical Colleges.</p> <p>Design and conduct the employer survey to assess current capacity in work places.</p> <p>Develop a comprehensive plan to evaluate the major products (e.g., social marketing campaign) and processes (e.g., how the partners work together) proposed in this objective.</p>	<p>UW Department of Family Medicine Family Empowerment Network</p> <p>Wisconsin Women’s Education Network on Education and Recovery</p> <p>Center for Addiction and Behavioral Health Research (CABHR)</p> <p>Center for Health Policy and Program Evaluation (CHPPE)</p> <p>Wisconsin Association of Collegiate Schools of Nursing</p> <p>Wisconsin Medical Society (WMS)</p> <p>Wisconsin Society of Addiction Medicine (WisSAM)</p> <p>Wisconsin Association of Health Plans</p>	<p>2006, 2008, 2010). The DHFS Divisions of Public Health, Health Care Financing, and Disability and Elder Services will develop the work plan.</p> <p>By 2004, a culturally competent and linguistically appropriate program for stigma reduction will be designed under the leadership of the Public Health Advisory Committee. The program will address the knowledge and understanding of alcohol and other substance use, addiction, recovery, and substance use during pregnancy. Outcomes will be presented to the State Council on Alcohol and Other Drug Abuse.</p>	<p>including among those dually diagnosed with a substance use disorder and another mental disorder. By 2005, the DHFS Divisions of Public Health, Disability and Elder Services, and Children and Family Services will provide joint training (utilizing distance learning technologies such as the Health Alert Network) to their local counterparts (e.g., county human service agencies, 51.42 Boards, health departments, child welfare agencies, workforce development agencies) to assure adequate resources and staff competency to effectively communicate to the general public scientific knowledge about alcohol and other substance use, addiction, recovery, and substance use during pregnancy.</p> <p>By 2005, the DHFS Divisions of Public Health, Disability and Elder</p>	

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	Assure that baseline data is developed and tracked.	Wisconsin Public Health Association (WPHA) DHFS Division of Public Health and Division of Disability and Elder Services scientific and statistical experts Department of Public Instruction Brighter Futures Initiative Department of Corrections Wisconsin County Human Services Association Wisconsin Counties Association County Human Services Boards (51.42 Boards)		Services, and Children and Family Services will provide joint training to their own staff in collaboration with the three Wisconsin chapters of the EAPA, about current scientific knowledge, to assure that such staff have the adequate resources and competency to effectively communicate to the general public scientific knowledge concerning alcohol use, substance use, substance use during pregnancy, addiction, addiction treatment, and recovery from addiction—including among those dually diagnosed with a substance use disorder and another mental disorder. By 2006, a public information campaign will be implemented to increase understanding of the basic scientific knowledge about alcohol and other substance use, addiction, recovery, and substance use during pregnancy as a core strategy	

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		<p>Wisconsin Certification Board (WCB)</p> <p>Community coalitions</p> <p>Wisconsin Employee Assistance Professional Association (EAPA) Chapters</p> <p>Wisconsin Student Assistance Association</p> <p>Wisconsin Clearinghouse</p> <p>Wisconsin's professional schools, colleges, universities and technical colleges (including medicine, clinical psychology, counseling psychology, rehabilitation psychology, school psychology, social work, nursing, health education, nutrition, counseling, child and</p>		<p>to reduce stigma; and results will be reported to the State Council on Alcohol and Other Drug Abuse (SCAODA) and the Public Health Advisory Committee (PHAC).</p> <p>By 2006, the three Wisconsin Chapters of EAPA will collaborate with SCAODA to increase the number of workplaces that offer AODA employee assistance to their employees.</p> <p>By 2006, the DHFS Divisions of Public Health and Disability and Elder Services in conjunction with Wisconsin's colleges, universities, and technical colleges, will incorporate curriculum to assure that graduates of colleges and professional schools (e.g., medicine, nursing, education, social work/social welfare, health education) have appropriate knowledge and competency</p>	

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		<p>family studies, marriage and family therapy, dentists and dental hygienists, and allied health professionals)</p> <p>Consumers and the general population</p> <p>Business and commerce communities</p> <p>Students and faculty in primary and secondary educational institutions (K-12)</p> <p>Students enrolled in colleges, universities, professional schools and technical colleges</p> <p>The criminal justice system</p> <p>The juvenile justice system</p> <p>Faith communities</p> <p>Philanthropic organizations and individuals</p>		<p>to address alcohol use, other prescription or illicit drug use, substance use during pregnancy, addiction treatment, and recovery from addiction.</p> <p>By 2007, the DHFS Divisions of Public Health and Disability and Elder Services will issue a comprehensive report addressing the impact of alcohol in Wisconsin. The report will include the social, health, and economic impact using the Alcohol Related Death Index developed by the U.S. Centers for Disease Control and Prevention.</p>	